



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Entrepreneurship I							
Course Code		PSB243		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To explain the causes of occurrence the entrepreneurship, to teach the methods of being successful in business life, to evaluate the importance and roles of small and medium sized enterprises in economic and social life.							
Course Content		Business, Main concept of entrepreneurship, Types of entrepreneurship, Basic characteristics of entrepreneurship, Entrepreneurship desire / motivation, Business idea development, Business plan and its elements, Entrepreneurship culture, Establishing and developing business, Local entrepreneurship and SMEs, International entrepreneurship, Entrepreneurship ethics							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Ins. Evrim ÇEVİK							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Hasan Tutar , Fırat Altınkaynak , Duygu Terzi, Girişimcilik Temel Girişimcilik ve İş Kurma Süreci, Detay Yayıncılık, 2000
2	Mehmet Güneş, Kobiler İçin Girişimcilik, Türkmen Kitabevi, 2019
3	Sibel Doğan , Hasan Altın , Emine Başar, Meslek Yüksekokulları İçin Girişimcilik, Nobel Akademik Yayıncılık, 2013
4	Ali Kaya, Girişimcilik ve Kobi Yönetimi, Eğitim Kitabevi Yayınları, 2017
5	Öğretim elemanı ders notları,

Week	Weekly Detailed Course Contents	
1	Theoretical	Entrepreneurship terms and features.
2	Theoretical	Factors of success and failure in entrepreneurship.
3	Theoretical	Establishing the process of enterprises.
4	Theoretical	Capacity utilization break-even point analysis, the purpose of business.
5	Theoretical	Legal structure and type of business.
6	Theoretical	Common characteristics of small companies.
7	Theoretical	Production function for small businesses and new production systems.
8	Intermediate Exam	Midterms
9	Theoretical	Production function for small businesses and new production systems.
10	Theoretical	Marketing in small sized enterprises.
11	Theoretical	Contributions of smes to social and economic systems and their weak and powerful aspects.
12	Theoretical	Organizations providing support for small businesses.
13	Theoretical	Problems of small sized enterprises.
14	Theoretical	Solutions to the problems of small businesses , the concept and practice of risk capital.
15	Theoretical	Solutions to the problems of small businesses , the concept and practice of risk capital.
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Term Project	1	0	15	15
Midterm Examination	1	2	1	3



Final Examination	1	3	1	4
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Learning the ways of being an entrepreneur in Turkey.
2	Understanding the importance of entrepreneurship in society perspective.
3	Explaining the main terms of entrepreneurship.
4	Evaluating the problems can be occurred of an entrepreneur.
5	Evaluating the success.
6	Understanding the failure of entrepreneurship.

Programme Outcomes (Fruit and Vegetables Processing Technology)

1	To be able to understand social, cultural and social responsibilities and to have the ability to follow national and international contemporary
2	In line with the principles and reforms of Atatürk; Adopting the national, moral, spiritual and cultural values ??of the Turkish Nation, open to universal and contemporary developments, the Turkish language is a rich, rooted and productive language; love and awareness of language; to have the ability to use the foreign language sufficiently and with the habit of reading and professionally.
3	To know the basic hardware units and operating systems of computer, internet to be able to prepare documents, spreadsheets and presentations on the computer by using office programs
4	Gains the theoretical and practical knowledge at the basic level in mathematics, science and professional fields
5	Recognize and analyze the problems with the knowledge of fruit and vegetable technology in the field, interpret the data and propose solutions.
6	According to the prepared work plan and program in laboratories, it can carry out the necessary works to obtain the desired quality product.
7	To have professional and ethical responsibility in business life.
8	It is open to development and change, follows scientific social and cultural innovations and constantly improves itself.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5	L6
P1	5	5	5	5	5	5
P2	4	5	5	4	3	3
P3	1	1	1	1	3	2
P4	1	1	1	1	1	1
P5	1	1	1	1	1	1
P6	1	1	1	1	1	1
P7	5	5	3	4	4	4
P8	5	5	5	5	5	5

